

BUSINESS GENERATING IDEAS

1. Cater to shoppers' needs for holiday entertaining solutions

- Begin a storewide holiday entertaining at home campaign focusing on various departments throughout the store
- Promote the prepared food section as an alternative to making meals from scratch
- Provide holiday party recipes for shoppers located near ingredients
- Include private label items in holiday entertaining solutions

2. Offer special savings on holiday entertaining items

- Offer combined savings on items that go together to make a dessert or appetizer
- Run special sales on holiday entertaining must-haves
- Run a compare and save program promoting your low price when compared to local competitors
- Use signage to promote the money shoppers can save by throwing an home party instead of having it catered from a restaurant

3. Create a holiday entertaining end cap

- Group holiday party products together such as crackers and cheese, holiday cakes and cookies, chips and dips, wine, beer and mixers, etc.
- Include holiday themed décor such as poinsettias, candles and colorful lights to get shoppers in the mood and encourage them to buy holiday decorations



4. Feature alcoholic beverages as party must haves

- Encourage shoppers to splurge a little on their holiday party guests by buying champagne
- Feature wine as an affordable indulgence for shoppers' holiday party guests
- Include craft beers as a must-have for holiday parties
- Use signage to spotlight holiday beverage options and include recipes
- Remind shoppers not to forget ice!

5. Merchandise the ease of creating party platters

- Use an easel card to let shoppers know they can order one from the deli or create their own
- Party platter ideas:
 1. Fruit
 2. Cheese & crackers
 3. Veggies
 4. Cold cuts
 5. Holiday cookies & desserts

6. Highlight the meat and seafood departments as destinations for party menu planners

- Focus on appetizers such as shrimp cocktail, chicken wings and tenders, mini-hotdogs and sushi
- Point out that you carry lobster, ham and turkey for the main course
- Offer shoppers ideas to enhance



the dinner menu with add-ons such as marinades, sauces and seasonings

7. Entice party planners with decadent desserts

- Highlight bakery items such as holiday cakes, pies, cookies and chocolates
- Provide recipe cards for shoppers so that they can make fun holiday desserts at home

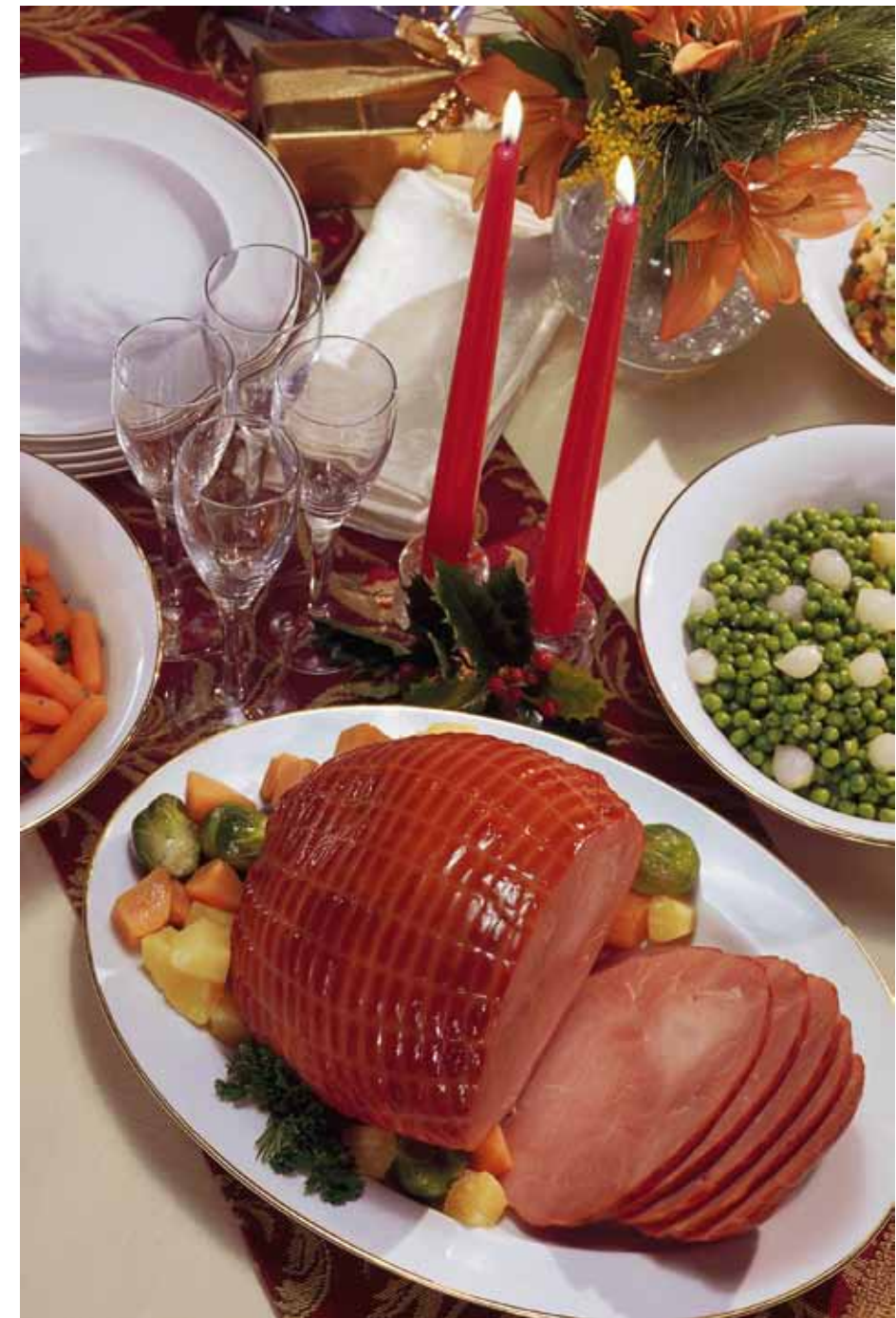
8. Don't forget to point out the produce!

- Focus on potatoes for shoppers' party menu's as they will be big sellers this year
- Remind shoppers that they can make fruit or vegetable platters as a party appetizer
- Include dips and other complimentary items near the fruits and vegetables



November 9, 2009, Volume 52

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MARKETING
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HOME FOR THE HOLIDAYS

*Capture Sales by Promoting
At-Home Entertaining*

A chill is in the air as the holiday season is upon us and people are busy planning holiday parties. Now more than ever is the perfect time to implement an in-store promotion to let shoppers know your store carries entertaining necessities from party platters to seasonal décor.

The winter holidays are the most popular shopping season of the year with 93 percent of Americans participating in them.¹ And of course, what would the holiday season be without seasonal meals and beverages? According to a Mintel report, of the 43% of shoppers who buy food and drink, the largest demographic falls between the ages of 35 to 54 years old.² These are the individuals who are busy planning out holiday menus, especially with the economical shift as people are entertaining at home as opposed to going out to restaurants. (Refer to figure 1.)

A recent survey shows that 98% of consumers make spending

¹ BIGResearch. "Economy to Impact Two-Thirds of Families this Holiday Season, According to NRF Survey."
² Mintel. Holiday Shopping. June 2009.



time with family a top priority during the holiday season.³ That means that 93 percent of people will either be hosting a celebration or visiting family by attending a traditional party.⁴ Due to this, the amount of money spent on socializing, entertaining, non-gift items and home holiday décor has increased 16 percent from last year!⁵

The recession has changed consumers shopping behaviors and this is especially applicable through the holiday season. According to research, 66% of consumers plan to shop differently due to the economy!⁶ Consumers will be busy shopping sales (74%), buying lower priced items (57%) and using store coupons (57%).⁷ Shoppers will be attracted to special promotions and bargains when it comes to entertaining on a budget.

Entertaining by Department

One department that has benefited greatly from the recession is the bakery, whose sales have increased by three percent when compared with 2008.⁸ In fact, 56% of bakery officials polled in a recent Mintel survey said that the at-home eating movement was especially good for bakery dollar sales.⁹ More people are turning to their local supermarket to pick up premade cakes and desserts for their party needs and the bakery it is a great place to provide holiday entertaining solutions for shoppers.

What would a party be without appetizers? Stores offer solutions in the meat, seafood and produce department such as party platters and trays. Fresh meat has seen a jump in sales due to the shift to at-home

cooking –and the supermarket is the prime destination capturing 69% of the market.¹⁰ Within the seafood department the big focus should be on shrimp, which is top choice for seafood in the United States, with an average 4.1 pounds consumed per person.¹¹ Researchers believe that, “the key to maximizing your share of holiday shrimp sales is to get shrimp on the minds of all of your customers, many weeks before the big event.”¹² Let consumers know that you carry fresh seafood to make their holiday meal complete.

Additional sales can be gained from holiday themed décor that many stores carry. This can include cutlery and paper products, candles and holiday flowers such as poinsettias. Of those polled in a Mintel survey,

59% of consumers will decorate their home or apartment for winter holidays.¹³

Grocery stores don't just carry items to make a holiday meal complete – they also carry items to set the mood for party-goers.


Whatever promotion you decide to implement – targeting party throwers this season can greatly increase sales throughout different departments in your store. 



Figure 1:
FIGURE 50: Bought food/drink, by holiday and age, March 2009

Base: 2,000 adults aged 18+ with access to the internet

“For each of the following holidays, please check if you bought food/drink in the last year.”

	All	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%	%
Christmas	43	35	45	46	47	42	37
Thanksgiving	40	38	40	44	45	43	31
New Year's	31	38	35	33	34	26	19
Independence Day (July 4th)	29	31	31	32	35	26	16
Easter	22	22	24	24	25	22	14
Halloween	21	32	25	26	22	15	9
Labor Day	15	10	16	18	20	14	8
Memorial Day	14	12	17	15	20	13	5
Valentine's Day	13	21	21	14	11	6	5
St. Patrick's Day	11	21	13	9	12	6	7
Mother's Day	10	9	13	14	10	7	6
Father's Day	10	10	12	14	11	6	4
Ramadan—Eid	2	2	7	1	1	-	-
Hanukkah	2	3	6	-	3	1	1
Kwanzaa	2	2	4	1	2	1	1

3 Progressive Grocer.
4 Progressive Grocer.
5 Deloitte. “Holiday Cheer Makes a Comeback.”
6 Progressive Grocer.
7 Progressive Grocer.
8 Nielson Wire. “Frugal Customers Return to Home Base.”
9 Mintel. Holiday Shopping. June 2009.

10 Nielson Wire. “Frugal Customers Return to Home Base.”
11 Progressive Grocer. “Fresh Food: Seafood: Cheer Up.”
12 Progressive Grocer. “Fresh Food: Seafood: Cheer Up.”

13 Mintel. Holiday Shopping. June 2009.

THOUGHT STARTERS



93.2 percent of Americans celebrate a winter holiday.¹⁴

Step 1: Uncover the need

- The holidays are the biggest spending season for stores. What are you planning on doing in-store to increase your sales for this holiday season?
- What have you done in the past for the holiday season?

Step 2: Close the deal

- A big part of the holiday season revolves around food and drink. Would you like us to help you develop an economical signage program to promote the holiday in your store?

65.3% of shoppers are affected by the economy.¹⁵

Step 1: Uncover the need

- Due to the current economic situation, more and more people must cut their 2009 holiday budget. What could you do to cater to shoppers needs?

Step 2: Close the deal

- Nearly 50 percent of shoppers will be shopping multiple stores to find the lowest price this season. Why don't you begin a campaign that focuses upon the added-value that shoppers receive from shopping your store? You can do this by suggesting ways for shoppers to save money!
- Of course, don't forget the private labels, which have seen huge increases in sales. Why don't you include private label items in your holiday campaign? You can create an

14 BIGResearch. “Economy to Impact Two-Thirds of Families this Holiday Season, According to NRF Survey.”
15 NRF. “Holiday Forecast 2009.”

end-cap display featuring affordable holiday entertaining ingredients!

89% of shoppers will be using a shopping list when they go holiday shopping this season.¹⁶

Step 1: Uncover the need

- Shoppers that use lists are less likely to be impulse spenders. What types of programs have you run in the past to influence customers to buy more?

Step 2: Close the deal

- Why don't you create an end-cap header featuring holiday entertaining ingredients such as crackers and cheese, chips and dips and other snacks? By placing the ingredients together shoppers are more likely to pick up complimentary items.
- It's all about promotions this year. Why don't you incorporate your weekly specials into the holiday season? By running BOGO and price cuts, shoppers will pick up larger quantities of items they need for their holiday party!

Money spent on socializing away from home, entertaining, non-gift clothing and home/holiday furnishings is up to \$1,145, which is a 16 percent increase from 2008.¹⁷

Step 1: Uncover the need

- Grocery stores often carry holiday décor items. What types of items does your store carry that falls into this category?
- Have you ever done a holiday entertaining campaign in your store? What could you include in this promotion if you did?

16 NRF. “Holiday Forecast 2009.”
17 Deloitte. “Holiday Cheer Makes a Comeback.”

Step 2: Close the deal

- With more people entertaining, they will need affordable and convenient options for making their party a hit. Why don't you begin a storewide holiday entertaining at-home campaign? You can include several departments in your store in this promotion.
- Stores sure do get festive for the holiday season. Why don't you decorate your store for the winter holiday season and get shoppers into the spirit by including holiday items such as lights, candles and flowers?

American consumers are still looking to purchase beer, wine and spirits, and are more likely to seek value and entertain in the home compared with years past.¹⁸

Step 1: Uncover the need

- The alcohol department can often be neglected throughout the year. What are you currently doing to merchandise this department in your store?

Step 2: Close the deal

- People are more likely to purchase mid-range wine and craft beer this season.¹⁹ Why don't you create an in-aisle display for party throwers and goers this year?
- With the cold weather outside, people will want warm beverages. Why don't you include recipe cards in your alcohol aisle for festive holiday drinks such as festive eggnog and hot chocolate?

18 Progressive Grocer. “Beverage/Alcohol Industry Sees More Entertaining at Home for the Holidays.”
19 Progressive Grocer. “Beverage/Alcohol Industry Sees More Entertaining at Home for the Holidays.”